Stiff competition for MUL

*286. DR. Y. LAKSHMI PRASAD : Will the Minister of HEAVY INDUSTRIES AND PUBLIC ENTERPRISES be pleased to state :

(a) whether Maruti Udyog Ltd. is facing stiff competition from private sector new models introduced in the market;

(b) the comparative sale figures of the Maruti models *vis-a-vis* other reputed models; and

(c) the steps taken to popularise Maruti models?

THE MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES (SHRI MANOHAR JOSHI) : (a) and (c) Yes, Sir. With the entry of a number of international and domestic players, the passenger car market has become very competitive. Some of the measures initiated by Maruti Udyog Limited (MUL) to maintain its leadership are as follows :

(i) Introduction of new models with latest technology.

(ii) Introduction of new and special edition variants.

(iii) Upgradation of existing models with new engine technology.

(iv) Expansion and upgradation of sales and services network.

(v) Customer relationship measures.

(b) Before the emergence of the competitive market, MUL commanded an average market share of around 80 per cent. At present, it commands a market share of around 60 per cent which was 58 per cent in 2000-2001 and 56 per cent in 1999-2000. The comparative sales figures of MUL and important competition models for the period April—October, 2001 are given below :—

(Figures in units)

MUL	
Maruti 800	80518
Omini	33302
Zen	37132
Wagon R	14296
Alto	16714
Esteem	6804

(Figures in units)

Baleno	725
Versa	576
Total	**190067**
HYUNDAI	
Santro	39618
Accent	9827
Sonata	845
Total	**50290**
DAEWOO (ESTIMATED)	
Matiz	8466
Cielo	60
Total	**8526**
FORD	
Ikon	8071
GENERAL MOTORS	
Astra	1190
Corsa	2975
Swing	610
Total	**4775**
FIAT	
Uno	2722
Sienna	481
Palio	2997
Total	**6200**
TELCO	
Indica	32868
HONDA	
City	4894
Accord	959
Total	**5853**
MITSUBISHI	
Lancer	3556